



www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

<u>Contract / Revision</u> 569562 /		<u>Alt Order #</u>
<u>Product</u> Aug 21-Aug 27		
<u>Contract Dates</u> 08/21/12 - 08/27/12		<u>Estimate #</u> 2614
<u>Advertiser</u> Mandel/R/US Senate		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> John Zarlenga	<u>Sales Office</u> Cleveland
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	8	08/21/12	08/27/12	M-F 6a-7a	6a-7a Rotator		:15:15			BK	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$1,400.00			
Week:		08/27/12	09/02/12	M-----				1	\$1,400.00			
N 2	8	08/21/12	08/27/12	M-F 7a-8a	7a-8a Rotator		:15:15			BK	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				3	\$1,400.00			
Week:		08/27/12	09/02/12	M-----				1	\$1,400.00			
N 3	8	08/21/12	08/27/12	M-F 6p-7p News	6p-7p News		:15:15			BK	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$1,600.00			
Week:		08/27/12	09/02/12	M-----				1	\$1,600.00			
N 4	8	08/21/12	08/27/12	Late News Rotator	10p-11p Rotator		:15:15			BK	7	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTFSS				6	\$1,600.00			
Week:		08/27/12	09/02/12	M-----				1	\$1,600.00			
N 5	8	08/25/12	08/25/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:15:15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$500.00			
N 6	8	08/26/12	08/26/12	Fox 8 News Su 8a-10a	Su 8a-10a		:15:15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$500.00			
<b>Totals</b>											<b>23</b>	<b>\$32,800.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	19	\$26,800.00	\$22,780.00
08/27/12 - 08/27/12	4	\$6,000.00	\$5,100.00
<b>Totals</b>	<b>23</b>	<b>\$32,800.00</b>	<b>\$27,880.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Revision #: 0

**Client:** OH-US SEN-JOSH MANDEL-2012 **Estimate:** 2614

**Description:**

Flight Start Date: 8/21/12

Flight End Date: 8/27/12

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots		
					Dur	Tue 8/21	Wed 8/22	Thu 8/23	Fri 8/24	Sat 8/25	Sun 8/26		Mon 8/27	
WJW-TV														
93	MTuWThF 6:00a-7:00a FOX8-NWS-MORNG<	EM	\$700.00	\$595.00	15	2	2	2	2	0	0	2	10	
94	MTuWThF 7:00a-8:00a FOX8-NWS-MORNG<	EM	\$700.00	\$595.00	15	2	2	2	0	0	0	2	8	
100	MTuWThF 6:00p-7:00p FOX8-NWS-6PM<	EN	\$800.00	\$680.00	15	2	2	2	2	0	0	2	10	
103	MTuWThFSaSu 10:00p-11:00p FOX8-NWS-10PM<	RT	\$800.00	\$680.00	15	2	2	2	2	2	2	2	14	
106	Sa 8:00a-9:00a FOX8-SAT MORN	WK	\$250.00	\$212.50	15	0	0	0	0	2	0	0	2	
107	Su 8:00a-9:00a FOX8 NWS SU-8A	WK	\$250.00	\$212.50	15	0	0	0	0	0	2	0	2	
					Total Spots:		8	8	8	6	4	4	8	46
Total Cost:			\$32,800.00	\$27,880.00										
Total														
AUG 12			\$26,800.00	\$22,780.00									38	
SEP 12			\$6,000.00	\$5,100.00									8	

**Signature:**



# Summary by Station/System

Date: 8/20/2012

Client: OH- US SEN- JOSH MANDEL - 2012    Estimate: 2614  
Media: TV    Description: OH US SEN JOSH MANDEL AUG 21-AUG 27  
Product: GENERAL    Flight Start Date: 8/21/12 5:00:00 AM  
Market: Cleveland    Flight End Date: 8/27/12 4:59:00 AM

Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WJW-TV	46	\$32,800.00	100%	\$27,880.00	100%
Market Total:	46	\$32,800.00		\$27,880.00	

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: JOSH MANDEL, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES SENATE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR JOSH MANDEL INC 50 WEST BROAD ST #1900 COLUMBUS, OH 43215

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KATHRYN D KESSLER


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/29/11

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:


☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

4/16/12

date



STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP  
DELAWARE, OH 43015



25-2-440

08/20/2012

PAY

TO THE  
ORDER OF

WJW-TV

\$27,880.00

Twenty-seven thousand eight hundred eighty and 00/100\*\*\*\*\* DOLL

WJW-TV

*Josh Mandel*

AUTHORIZED SIGNATURE

MEMO

JOSH MANDEL 8/21/12-8/27/12

⑈00016814⑈ ⑆044000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

08/20/2012

WJW-TV

JOSH MANDEL 8/21/12-8/27/12

27,880.00

*Josh*

102 Huntington

JOSH MANDEL 8/21/12-8/27/12

27,880.00